

Message Text

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UNCLAS BELGRADE 8194

FOR TYRELL/VAN ALLEN (OIM)

EO 11652: NA
TAGS: BEXP YO
SUBJ: AVIONICS TECHNICAL SALES SEMINAR

REF: A) WALLER/TYRELL TELCON DEC 13, B) BELGRADE 8169

1. ADVANCE OFFICER: AS MENTIONED PREVIOUSLY, ADVANCE OFFICER ARRIVAL FIRST WEEK IN JANUARY WILL COME WELL AFTER PREPARATORY WORK LOCKED UP. WE HAD THEREFORE SUGGESTED CANCELLATION OF AO'S TRIP TO BELGRADE IN ORDER TO SAVE PROGRAM FUNDS. IN LIGHT OF DOC'S INSISTENCE ON SENDING AO, WE WILL MAKE EVERY POSSIBLE EFFORT TO GIVE MR. PRIAMOU AS LARGE A ROLE AS POSSIBLE IN TSS PREPARATION TO JUSTIFY THE EXTRA EXPENSE. PLEASE NOTE THAT MONDAY, JAN 3 IS LOCAL HOLIDAY. PRIAMOU ARRIVAL JAN 4 WOULD BE SATISFACTORY.

2. WE PREFER TO REMAIN WITH 3-DAY SCHEDULE IN BELGRADE AND MORE DETAILED SCHEDULE FOLLOWS:

TUESDAY, JAN 18 - EVENING BRIEFING - TO BE ARRANGED.

WEDNESDAY, JAN 19:

0800-0830 REGISTRATION

0830-0900 INTRODUCTION BY CHAIRMAN SHEFTEL

0900-0945 COMPANY 1

0945-1030 COMPANY 2

1030-1100 COFFEE

1100-1145 COMPANY 3

1145-1230 COMPANY 4

1230-1400 RECEPTION

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PAGE 02 BELGRA 08194 141634Z

1400-1600 INDIVIDUAL BUSINESS MEETINGS

FIRST DAY PRESENTATIONS ARE ON "STATE OF THE ART" EITHER IN THE PRESENTER'S FIRM OR IN INDUSTRY AS A WHOLE. THEY ARE EXPECTED TO BE INTEREST AROUSERS AND TO JUSTIFY OUR DESCRIPTION OF THE SEMINAR AS A REPORT OF WHAT IS HAPPENING (OR GOING TO HAPPEN) IN THE U.S. AVIONICS INDUSTRY.

THURSDAY, JAN 20:

0800-0845 COMPANY 4

0845-0930 COMPANY 3

0930-1000 COFFEE

1000-1045 COMPANY 2

1045-1130 COMPANY 1

1130-1230 PLUS. WRAP UP OF PRESENTATIONS BY FAA REP SHEFTEL AS CHAIRMAN AND INDUSTRY REPS AS PANEL.

POSSIBLE QUESTIONS FROM ATTENDEES.

1230-1600 INDIVIDUAL BUSINESS APPOINTMENTS.

FRIDAY, JAN 21 - RESERVED FOR INDIVIDUAL BUSINESS

MEETINGS AND/OR VISITS TO PLANTS AND OFFICES IN BELGRADE AREA.

NOTE: TIME RESERVED FOR BUSINESS MEETINGS ON WEDNESDAY, JAN 19, REFLECTS OUR FEELING THAT OFFICIAL PURCHASERS (CIVIL AVIATION, DIRECTORATE, MILITARY) MAY WISH EXTRA TIME WITH INDUSTRY AND FAA REPS TO DISCUSS COMPLETE SYSTEMS AND APPLICATIONS.

3. ACTION REQUESTED:

(1) PLEASE CONVEY SCHEDULE ABOVE TO SEMINAR PARTICIPANTS AT RUN-THROUGH. IF CONSENSUS WARRANTS, TIME FOR INDIVIDUAL COMPANY PRESENTATIONS ON THURSDAY CAN BE INCREASED. THEIR COMMENTS WELCOME.

(2) REGRET FALLOUT OF COLLINS RADIO BECAUSE OF EXCELLENT REPUTATION AND CONTACTS HERE. REQUEST PERMISSION TO ATTEMPT RECRUITMENT OF COLLINS THROUGH THEIR EUROPEAN OFFICE.

(3) CANVASS PARTICIPANTS FOR:

(A) ANY FIRMS OR INDIVIDUALS THEY WISH US TO INVITE TO SEMINAR.

(B) AUDIO-VISUAL OR OTHER EQUIPMENT THEY MAY NEED FOR PRESENTATIONS. PLEASE INFORM.

SILBERMAN

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